



WEWS

ORDER

Print Date 10/22/12

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Flight Dates **10/23/12-10/29/12**

Contract / Revision **315238 /** **Product** **PUSA TV :60's 10.23-10.29.12**

Original Date / Revision **Agency Com** 15%

10/18/12 10/18/12 Billing Contact

Advertiser **Priorities USA Action**
1322 G Street SE
Washington, DC 20003-3021

Agency **Mundy Katowitz Media Inc**

Buying Contact
1322 G Street SE
Washington, DC 20003-3021
Sales Office EWSDC
Sales Region NAT
Agency Ref 2

Order Sep 00:20:00

Estimate # **1789**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A18+

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Daniel Baylog

Account Executive	Order%	Start Date	End Date
Daniel Baylog	100%		

Order Share % Market Value

Competing Station	% of Order	Amount
CABLE	%	
UNKWN	100%	
WBNX	%	
WDLI	%	
WEAO	%	
WGGN	%	
WJW	%	
WKYC	%	
WMFD	%	
WOAC	%	
WOIO	%	
WQHS	%	
WUAB	%	
WVIZ	%	
WVPX	%	

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	20	\$66,810.00	\$78,600.00	0.00	10/01/12	10/28/12	20	\$66,810.00	\$78,600.00
November 2012	5	\$18,190.00	\$21,400.00	0.00	10/29/12	10/29/12	5	\$18,190.00	\$21,400.00
Totals	25	\$85,000.00	\$100,000.00	0.00					

														<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	WEWS	10/24/12	10/26/12	M-F GMC 6-7a M-F GMC 6-7a	CM	6-7a	-- 1-1--	1:00	2	\$3,000.00	P-1	0.00	NM	2	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	-- 1-1--	2		\$3,000.00		0.00						
N 2	WEWS	10/23/12	10/29/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	11-1---	1:00	3	\$3,600.00	P-1	0.00	NM	3	\$10,800.00



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Contract / Revision **315238** Flight Dates **10/23/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/18/12/ 10/18/12

Order Sep 00:20:00

Advertiser **Priorities USA Action** Product **PUSA TV :60's 10.23-10.29.1** Estimate # **1789**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Totals	
														Spots	Amount
N 2	WEWS	10/23/12	10/29/12	M-F GMA 7-9a M-F GMA 7-9a	CM	7-9a	11-1---	1:00	3	\$3,600.00	P-1	0.00	NM	3	\$10,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	11-1---					3	\$3,600.00		0.00			
N 3	WEWS	10/24/12	10/24/12	M-F 9-10a M-F 9-10a	CM	9-10a	--W----	1:00	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	--W----					1	\$2,800.00		0.00			
N 4	WEWS	10/25/12	10/29/12	M-F 10-11a M-F 10-11a	CM	10-11a	1--1---	1:00	2	\$2,800.00	P-1	0.00	NM	2	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	1--1---					2	\$2,800.00		0.00			
N 5	WEWS	10/23/12	10/26/12	M-F 11-12p M-F 11-12p	CM	11a-12p	-1--1--	1:00	2	\$4,000.00	P-1	0.00	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-1--1--					2	\$4,000.00		0.00			
N 6	WEWS	10/24/12	10/29/12	M-F 12-1230pm News 12-1230p News	CM	12-1p	1-1----	1:00	2	\$4,000.00	P-1	0.00	NM	2	\$8,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	1-1----					2	\$4,000.00		0.00			
N 7	WEWS	10/25/12	10/25/12	M-F 1-2p M-F 1-2p	CM	1-2p	---T---	1:00	1	\$2,400.00	P-1	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	---T---					1	\$2,400.00		0.00			
N 8	WEWS	10/24/12	10/29/12	M-F 5-6p News M-F 5-6p News	CM	5-6p	1-1----	1:00	2	\$5,000.00	P-1	0.00	NM	2	\$10,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	1-1----					2	\$5,000.00		0.00			
N 9	WEWS	10/23/12	10/25/12	M-F 6-630p News M-F 6-630p News	CM	6-630p	-1-1---	1:00	2	\$7,000.00	P-1	0.00	NM	2	\$14,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-1-1---					2	\$7,000.00		0.00			
N 10	WEWS	10/24/12	10/24/12	M-F 7-730p 7-730p The List	CM	7-730p	--W----	1:00	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	--W----					1	\$6,000.00		0.00			
N 11	WEWS	10/29/12	10/29/12	M-F 730-8P 730-8p Let's Ask America	CM	730-8p	M-----	1:00	1	\$6,000.00	P-1	0.00	NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	M-----					1	\$6,000.00		0.00			
N 12	WEWS	10/23/12	10/23/12	M-F 1135p-1202a Nightlir M-F 1135p-1202a Nightlir	CM	1135p-1207x	-T-----	1:00	1	\$5,000.00	P-1	0.00	NM	1	\$5,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-T-----					1	\$5,000.00		0.00			
N 13	WEWS	10/26/12	10/26/12	M-F 1202a-107a Jimmy K M-F 1202a-107a Jimmy K	CM	1202-107x	----F--	1:00	1	\$2,800.00	P-1	0.00	NM	1	\$2,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	----F--					1	\$2,800.00		0.00			
N 14	WEWS	10/27/12	10/27/12	SA 7-730p SA 7-730p	CM	7-730p	-----S-	1:00	1	\$2,400.00	P-1	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			



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														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 14	WEWS	10/27/12	10/27/12	SA 7-730p SA 7-730p	CM	7-730p	-----S-	1:00	1	\$2,400.00	P-1	0.00	NM	1	\$2,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	-----S-	1		\$2,400.00		0.00						
N 15	WEWS	10/27/12	10/27/12	SA 12a-1a CSI Miami Late SA CSI Miami Late	CM	12a-1a	-----S-	1:00	1	\$1,600.00	P-1	0.00	NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	-----S-	1		\$1,600.00		0.00						
N 16	WEWS	10/28/12	10/28/12	SU GMA 8-9A SU GMA 8-9A	CM	8-9a	-----S	1:00	1	\$3,000.00	P-1	0.00	NM	1	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	-----S	1		\$3,000.00		0.00						
N 17	WEWS	10/28/12	10/28/12	SU 6-630p News SU 6-630p News	CM	6-630p	-----S	1:00	1	\$5,600.00	P-1	0.00	NM	1	\$5,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/23/12	10/29/12	-----S	1		\$5,600.00		0.00						
Totals														25	\$100,000.00